The Seven Stages of Action & Gulfs

Goal

Intention

Comparison

Action Sequence

Interpretation

Execution

Perception

World

Comparing Knowledge in the Head and in the World

- In the world:
  - Available as soon as visible
  - No learning needed
  - Low efficiency (interpreting needed)
  - High initial usability
  - Aesthetics difficult with much to display

- In the head:
  - Less available
  - Less suitable for beginners
  - Harder to learn
  - But efficient
  - Invisible (less labels)

Review: Differences between the knowledge in the world and in the head

Example of knowledge in the world/head: from your mobile phone

Discussion:
- What are factors that are influencing where to place knowledge:
  - User expertise
  - Frequency of use

Remember: Natural mappings can save both learning and labeling

What could have gone wrong?

Morphing Cutlery by Jeffrey Braun
http://www.sjwagger.nl/showcase/index.php/?/present/morphing-interaction/

Apollon by Gordon Tienstra
http://www.gordontiemstra.nl/?page=work&work=apollon

Now you can cut off beautiful slices.
Assignment 3: Prototyping the Remote Control

- Refine your remote control
- Create a paper prototype of your remote control
- Find a primary user and ask them to use your prototype in a fixed scenario
- Analyze the feedback and write down the positive and negative aspects of your design
- Same group as A02
How to Ask Questions

- Clear and simple, not too broad
  - “How do you like the UI?” is too general!
- Users don’t always answer truthfully
  - Lack of knowledge, bad estimates, embarrassment
  - So formulate questions carefully, maybe indirectly
- No leading questions!
  - For initial input, do not focus on presenting your design ideas, but on learning about the task

Before the Interview

- Interview protocol
  - What will you ask?
    - E.g., “Is edible walkman a good idea?”
  - How will you ask?
    - E.g., “Don’t you think it would be cool to have an edible walkman?” ← Bad question
- Pilot interview
  - Interview one student inside/outside your group
  - A separate observer to note the pitfalls

Interview Resources

- Good interview: http://video.google.com/videoplay?docid=-3014876514716824348
- Bad interview: http://video.google.com/videoplay?docid=-6510529985102675685
- Good user interview technique slides by Liz Danzico
  http://www.slideshare.net/edanzico/user-interview-techniques